



Date: February 26, 2019

To: Patrick H. West, City Manager *T.M.W.*

From: Linda F. Tatum, Director of Development Services *LT*

For: Mayor and Members of the City Council

Subject: **Downtown Plan Update 2018 In Review**

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The attached copy of the Downtown Plan Update 2018 In Review features several of the most significant projects completed or currently under construction in the Downtown area. The document also features major development projects that have been approved and are seeking approval under the Downtown Plan.

As artfully illustrated in the document, the ongoing progress of Downtown development is evident in the number of new businesses, residential homes, and creative office spaces emerging each year.

Since its adoption in January 2012, the Downtown Plan has helped enhance the Downtown's attraction as a vibrant commercial destination with a forward-looking, unified approach toward high-quality design and development. The Downtown Plan has served as a key catalyst for the activation and revitalization of the City's core, enhancing the public realm and providing guidance to shape the future of Downtown in a way that is both visionary and sustainable.

If you would like additional copies of the report, or for further information regarding the Downtown Plan, please contact me at (562) 570-6428. The report is also available electronically at: <http://lbds.info/civica/filebank/blobdload.asp?BlobID=7493>

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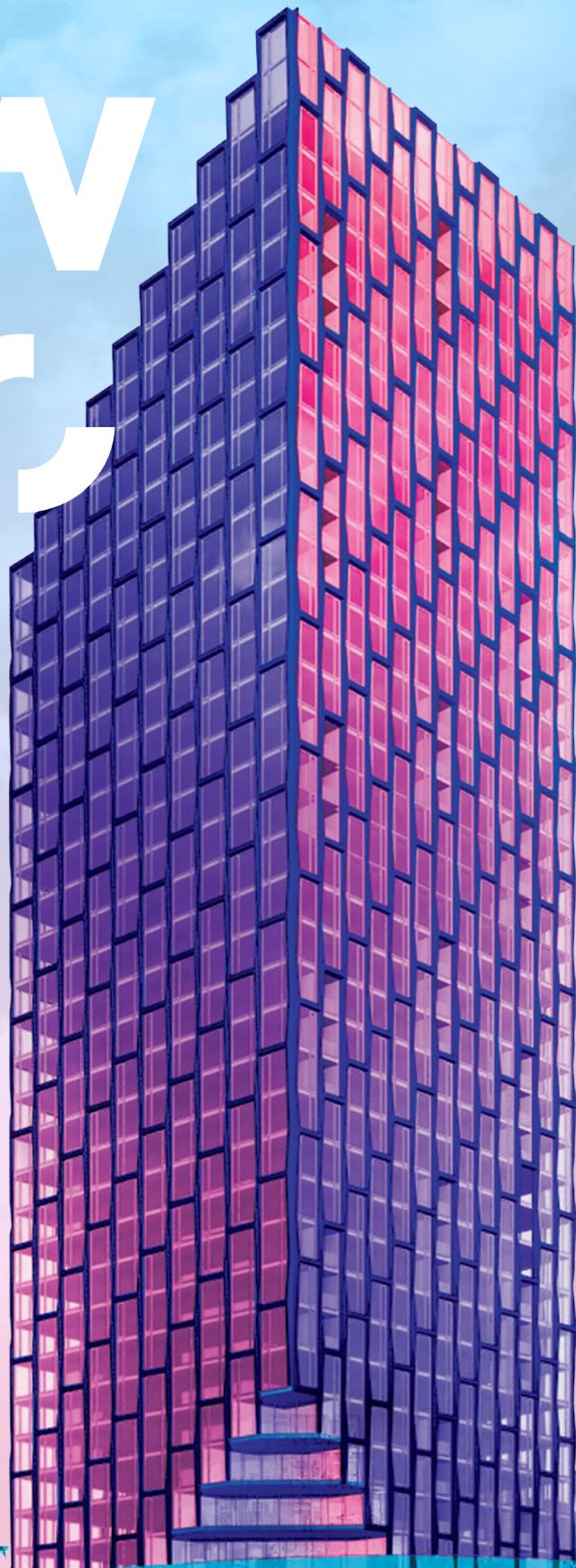
ATTACHMENT

CC: CHARLES PARKIN, CITY ATTORNEY  
LAURA L. DOUD, CITY AUDITOR  
TOM MODICA, ASSISTANT CITY MANAGER  
KEVIN JACKSON, DEPUTY CITY MANAGER  
REBECCA GARNER, ADMINISTRATIVE DEPUTY TO THE CITY MANAGER  
MONIQUE DE LA GARZA, CITY CLERK  
DEPARTMENT HEADS

2018 IN REVIEW

# DOWNTOWN PLAN UPDATE

PLAN UPDATE



CITY OF  
**LONG BEACH**

# DOWNTOWN PLAN UPDATE

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## An Evolving Downtown

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**D**owntown Long Beach continues to boom with new residential, commercial, and civic developments on the horizon. The Downtown Plan (PD-30) has proven to be a key catalyst in the ongoing development and revitalization of Downtown Long Beach and connecting neighborhoods. Since its adoption in January 2012, the Downtown Plan has encouraged a proactive planning process that promotes high-quality, context-sensitive building designs that contribute to defining and activating the public realm in more innovative and sustainable ways.

As the hub of tourism, business, and transit for the entire City, the revitalization of Downtown will continue to strengthen the quality of life and foster more economic opportunities for decades to come.



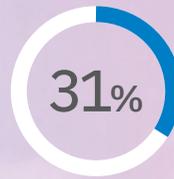
# NEW BUSINESS IN THE DOWNTOWN

## Business in Downtown is Booming

The quantity and diversity of businesses opened in Downtown over the past year have enhanced Downtown's attraction as a vibrant commercial destination.

New Businesses

# 247



### Professional Services

- Architecture
- Attorneys/Legal Services
- Business Offices
- Medical Offices/Clinics

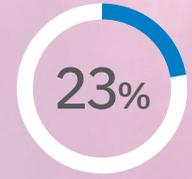


### Personal Services

- Barbers
- Hairstylists
- Aestheticians
- Tattoo artists



### Retail Sales & Restaurants



### Other Services



# DOWNTOWN DEVELOPMENT

PROGRESS SUMMARY (JANUARY-DECEMBER 2018)

## RESIDENTIAL HOMES

5,000

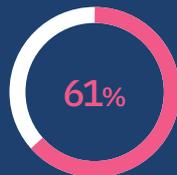
Downtown Plan Expected Growth (2012-2035)

1,787  
UNDER CONSTRUCTION  
/APPROVED

1,276  
PENDING

0  
TOTAL DEMOLISHED

367  
COMPLETED



## OFFICE SQ. FT.

1,500,000

Downtown Plan Expected Growth (2012-2035)

578,927  
UNDER CONSTRUCTION  
/APPROVED

0  
PENDING

0  
TOTAL DEMOLISHED

0  
COMPLETED



## RETAIL/COMMERCIAL SQ. FT.

480,000

Downtown Plan Expected Growth (2012-2035)

52,852  
UNDER CONSTRUCTION  
/APPROVED

31,680  
PENDING

0  
TOTAL DEMOLISHED

6,879  
COMPLETED



## HOTEL ROOMS

800

Downtown Plan Expected Growth (2012-2035)

34  
UNDER CONSTRUCTION  
/APPROVED

0  
PENDING

N/A  
TOTAL DEMOLISHED

0  
COMPLETED





**PLAN AREA  
DEVELOPMENT PROJECTS**

**Completed Development Projects**

- A. Harvey Milk Promenade Park—185 E. 3<sup>rd</sup> St.
- B. Table 301—301 The Promenade N.
- C. Huxton—227 Elm Ave.
- D. Regency Palms Long Beach—117 E. 8<sup>th</sup> St.

**Development Projects Under Construction**

- E. City Hall Building: Long Beach Civic Center—401 W. Ocean Blvd.
- F. Port Administration Building: Long Beach Civic Center—415 W. Ocean Blvd.
- G. Main Library Building: Long Beach Civic Center—200 W. Broadway
- H. Hotel Project—107 Long Beach Blvd.
- I. The Alamos—101 Alamos Ave.
- J. The Beacon—1201-1235 Long Beach Blvd.
- K. The Pacific—230 W. 3<sup>rd</sup> St.
- L. The Place—495 The Promenade N.
- M. AMLI Park Broadway—245 W. Broadway
- N. The Linden—434 E. 4<sup>th</sup> St.
- O. Shoreline Gateway—777 E. Ocean Blvd.

**Approved Development Projects**

- P. Inkwell—127-135 E. Broadway
- Q. Pacific-Pine—635 Pine Ave./636 Pacific Ave.
- R. Residential Project—1112 Locust Ave.
- S. Broadway Block—200-256 Long Beach Blvd.
- T. Mixed-Use Project—1101-1157 Long Beach Blvd.
- U. Aster—125 Long Beach Blvd.

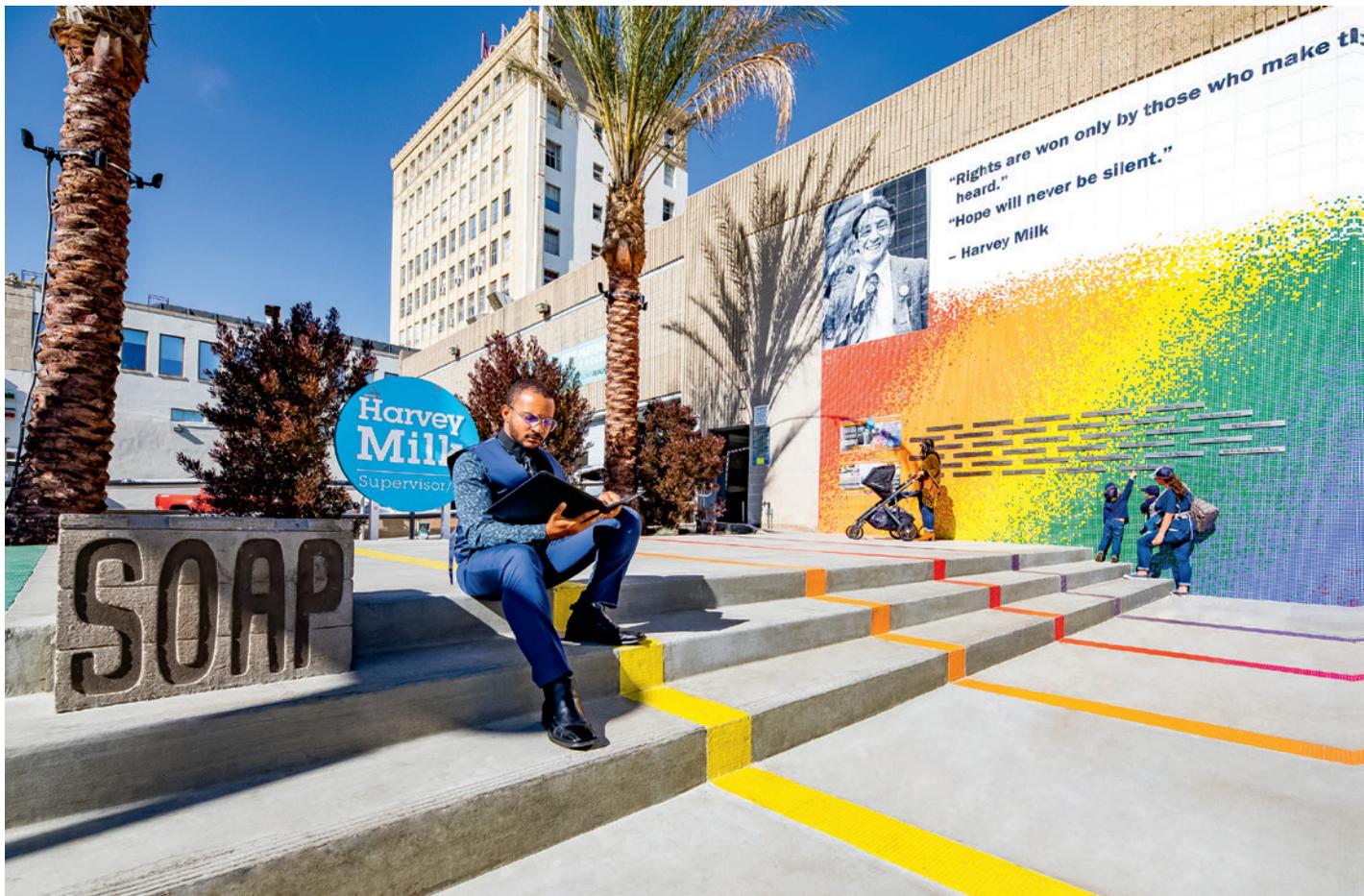
**Pending Development Projects**

- V. West Gateway/World Trade Center Building—600 W. Broadway
- W. 3<sup>rd</sup> + Pacific—328 Pacific Ave.
- X. Residential Project—810 Pine Ave.
- Y. Residential Project—507 N. Pacific Ave.

The following represents the most significant projects that have been completed in the Downtown Plan area.

# HARVEY MILK PROMENADE PARK

185 E. 3<sup>RD</sup> ST.



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## Inspiring Urban Open Space Welcomes All

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**T**he re-envisioned Harvey Milk Promenade Park and Equality Plaza was completed in May 2018. This project converts the existing 500-square-foot Harvey Milk Park into an outdoor public space encouraging collaboration and connectivity, as well as celebrates the legacy of Harvey Milk and the local LGBTQ+ community. The project included more than two years of research, testing, and collaborating with the community. The new park provides a welcoming open space that celebrates the diversity of the City.

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Latest addition to the  
350,000-square foot shopping  
center, “The Streets”

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Located adjacent to the Harvey Milk Promenade Park, Table 301 opened its doors in July 2018. As the latest addition to the “The Streets,” this urban eatery features indoor and outdoor spaces and offers greater connectivity to The Promenade, attracting greater energy to this prominent area in the heart of Downtown.

# TABLE 301

301 THE PROMENADE N.



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State-of-the-Art Development Offers  
New Homeownership Opportunity in  
the Downtown

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## HUXTON

227 ELM AVE.

Completed in September 2018, the Huxton consists of a solar powered, all-electric, townhome condominium community featuring 40 three-story homes situated over a garage. Located between Broadway and Third Street, the contemporary development will feature several advanced technology, energy-efficient and water-efficient features to promote a healthy, active, and earth-friendly lifestyle.

The development will also include a community room building, outdoor courtyards, and an integrated pedestrian paseo that will serve to activate the streetscape and promote connectivity with the nearby restaurants and shops in the East Village. Huxton will provide a new homeownership opportunity for families in the Downtown.



**Greater Livability  
in a Walkable  
Downtown Core**

# REGENCY PALMS LONG BEACH

117 E. 8<sup>TH</sup> ST.



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## Senior Assisted Living in the Downtown

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Adaptive reuse of the designated landmark Professional Building was completed in October 2018. The mixed-use development features medical offices and an assisted living residential facility for seniors. The eight-story project includes two levels of offices open to the general public, and a six-level, 49-home residential component, consisting of a mix of two- and three-bedroom shared suites.

Resident amenities include a kitchen, medical rehabilitation spa, gym, art studio, and salon and barbershop. Residents also have access to physical therapy offices, and a newly landscaped open space area on the rooftop.

The following represents the projects that have been approved under the Downtown Plan and are currently under construction.

# LONG BEACH CIVIC CENTER: CITY HALL & PORT BUILDINGS

401 W. OCEAN BLVD./415 W. OCEAN BLVD.

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## Re-envisioned Civic Center Transforms Heart of the City

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Development of the re-envisioned Long Beach Civic Center continued making great strides in 2018 with ongoing construction of a new 11-story, 247,000-square-foot City Hall; 250-seat Council Chamber; 11-story, 238,000-square-foot Port administration building; and two-story, 93,700-square-foot Main Library building. The proposed project will also feature a 73,000-square-foot Civic Plaza with a subterranean parking structure, and a redeveloped Lincoln Park.

Additionally, the 16-acre, four-block development has been approved for private mixed-use, commercial, and hotel uses. The project reflects the community's vision for a revitalized plaza, with no new tax burden on residents. The new City Hall, Port, and Main Library structures are slated for completion in spring 2019. Lincoln Park is expected to open the following summer in 2020.



FEATURES

73,000 sq. ft. Civic Plaza



# MAIN LIBRARY

200 W. BROADWAY



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Community-Serving Library  
Bringing Greater Learning and  
Reading Opportunities to  
the Downtown

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Located adjacent to the re-envisioned City Hall and Port buildings, construction of the new Main Library made substantial progress in 2018 with the 93,700-square-foot structure's columns and foundation standing tall. The new community-serving library will promote learning, reading, and education. The new Main Library is targeted to celebrate its grand opening in summer 2019.



# HOTEL PROJECT

107 LONG BEACH BLVD.

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## First Hotel Project Approved

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## Under the Downtown Plan

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A five-story, 34-room hotel with on-site parking is currently under construction as the first hotel to be entitled under the Downtown Plan. The proposed development includes a pool and spa, rooftop deck and lounge area, and new landscaping. The building's exterior architecture will consist of balconies with glass railing, fiber cement panel siding, porcelain wainscoting, and a green screen parking structure.

Located on the northwest corner of First Street and Long Beach Boulevard, directly across from the Metro Blue Line and the revitalized Edison Lofts, the Long Beach Hotel is expected to further activate a primary corridor in the Downtown.

### FEATURES

**5 stories, 34 rooms**

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High-Quality Housing and  
More to Come to Prominent  
Downtown Location

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# THE ALAMITOS

101 ALAMITOS AVE.

A new seven-story, mixed-use development is currently under construction at the easterly edge of the East Village Arts District. The proposed project will consist of a contemporary, mid-sized building featuring 136 apartments, a 2,800-square-foot fitness center for residents; 2,560 square feet of ground floor retail space, and a subterranean parking structure.

Apartments will include a mixture of studio, one-, and two-bedroom homes ranging between 660 square feet and 1,620 square feet in size. The project helps to reactivate a once blighted and underused site, and will bring more high-quality housing to the Downtown. The development is expected for completion in early 2019.







# THE BEACON

1201-1235 LONG BEACH BLVD.

## Affordable Housing Opportunity in the Downtown

Construction of a new, two-building affordable housing development for veterans and seniors is currently underway. The proposed project will consist of Beacon Pointe, a seven-story, 120-apartment complex reserved for low-income seniors; and the five-story Beacon Place, which will provide 38 units for lower-income veterans with special needs and veterans experiencing homelessness or at risk of experiencing homelessness. The proposed project will include a community room with full kitchen, supportive services room, media room, bike storage area, laundry rooms, computer rooms, an on-site gym; and approximately 7,000 square feet of retail space for eateries, cafes, and offices.

Located directly across from the Metro Blue Line light rail and several bus lines, the transit-oriented development will connect residents to vital services and workplaces throughout the City and beyond. The Long Beach Community Investment Company (LBCIC) provided more than \$12 million in funding for the development. The Beacon is targeted for completion in late 2019.



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## Multi-Family, Urban Living in Downtown Long Beach

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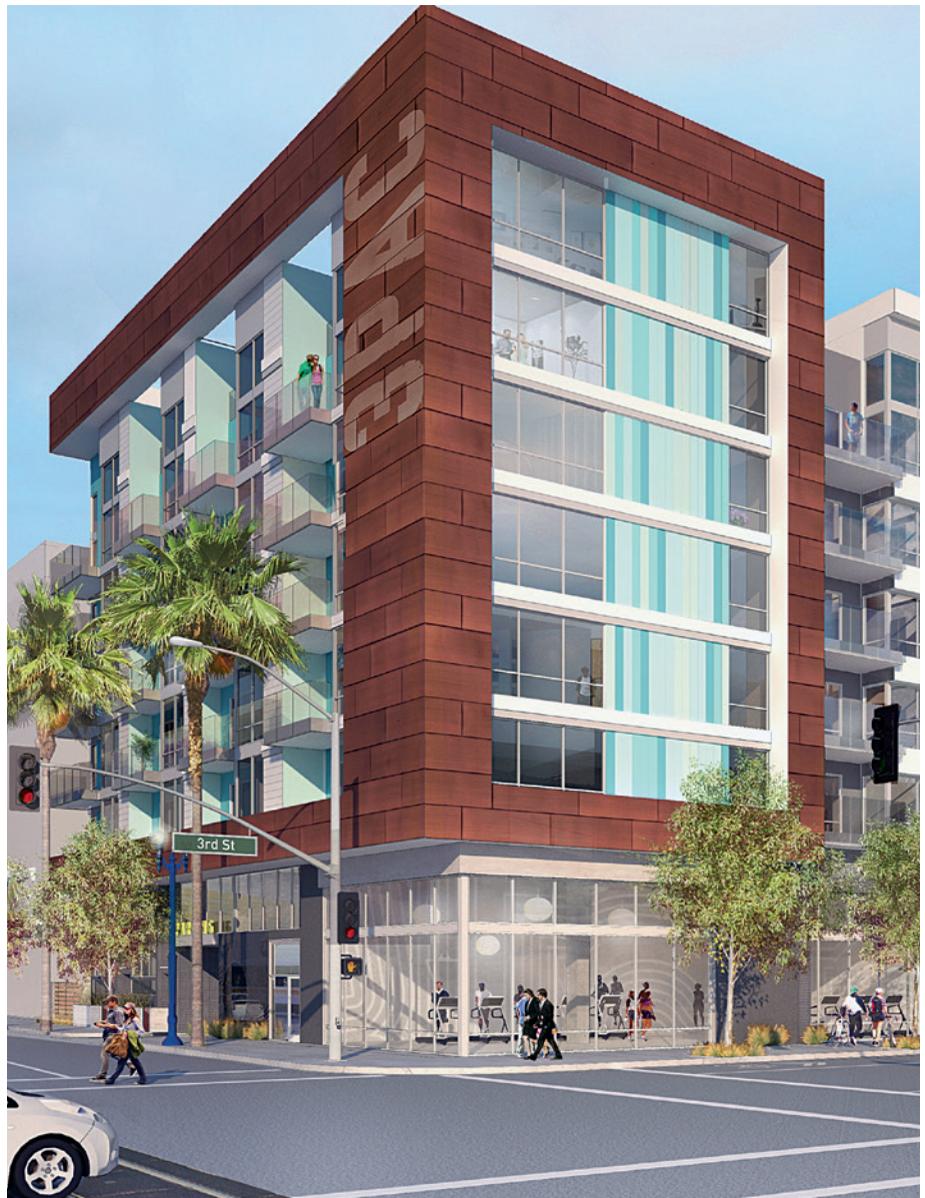
# THE PACIFIC

230 W. 3<sup>RD</sup> ST.

Currently under construction, the proposed project consists of a seven-story, multi-family residential development located at the southwest corner of West Third Street and Pacific Avenue. The apartment complex will feature 163 homes, including 17 affordable apartments. The residential mix will consist of ground floor townhomes, studio, one-, and two-bedroom floor plans.

The proposed project will also feature a pool deck with spa and cabanas, fitness center, outdoor kitchen, rooftop deck and clubroom; community living rooms, a bicycle workshop, and two levels of underground parking. The Pacific is expected for completion in summer 2019.

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### FEATURES

**7 stories, 163 homes**

# THE PLACE

495 THE PROMENADE N.



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## New Residential and Commercial Uses Meet in Revamped City Center

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Currently under construction, the proposed project consists of a new, mixed-use, residential-commercial building featuring 20 apartment homes and 5,220 square feet of ground floor commercial space.



# AMLI PARK BROADWAY

245 W. BROADWAY

## Life at AMLI Offers Amenities and Connectivity in Center of Downtown Long Beach



A new, mixed-use development is currently underway at the site of the former State Office Building site. The project will feature a seven-story, 222-home residential component, 8,500 square feet of retail space, and a three-level parking garage.

With a sleek and contemporary design, the half-block development will include staggered building heights and a distinct tower feature at the corner of Pacific Avenue and W. Broadway to enhance the building's presence. Resident amenities include a pool, clubhouse, fitness center, and entertainment and lounge areas.

### FEATURES

**222 homes,**  
**8,500 sq. ft. retail space**

# THE LINDEN

434 E. 4<sup>TH</sup> ST.



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## Mixed-Use Development Brings Greater Vitality to Downtown

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Construction of this mixed-use project is currently underway at the corner of 4<sup>th</sup> Street and Linden Avenue, as one in a trio of new Downtown developments. The proposed five-story project will feature 49 one- and two-bedroom apartments ranging between 700 square feet and 1,570 square feet in size, situated above 2,500 square feet of ground floor retail space.

Tenant amenities include a pool and lounge deck, rooftop community room, fitness center, and bike storage area. The building's bold color palette consisting of hues of gray and golden yellow will complement surrounding buildings in the City's East Village Arts District. The Linden is slated for completion in early 2019.

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City's Tallest Building Will

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Transform City's Skyline

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# SHORELINE GATEWAY

777 E. OCEAN BLVD.



Following completion of The Current, the second phase of the development known as Shoreline Gateway broke ground in October 2018. The proposed project consists of a mixed-use, 35-story East Tower, including 315 residential rental apartments with a mix of studios, one- and two-bedrooms, and lofts. The East Tower will feature a 10,000-square-foot plaza shared with the West Tower, two community rooms, lounges, and recreational facilities; a gym, community garden, pool, and spa.

The proposed development also includes approximately 6,700 square feet of retail/restaurant space on the ground level, featuring public art, pedestrian open space, and new landscaping. The building's contemporary style design will utilize high-quality materials, architectural elements, and massing, as per the guidelines and requirements of the Downtown Plan.

## FEATURES

**35 stories,**  
**6,700 sq. ft.**  
**retail space**

The following represents the major projects that have been approved under the Downtown Plan.

# INKWELL

127-135 E. BROADWAY

## Downtown Welcomes More Living, Shopping, and Entertainment Opportunities

A new mixed-use development featuring an eight-story, 189-apartment component and commercial use was approved in October 2018. The unique architecture will incorporate cement plaster, metal panels, brick veneer, and large glass panels. The Promenade frontage will feature inviting restaurant seating areas and new landscaping, in accordance with the provisions of the Downtown Plan.





#### AMENITIES

Fitness room, club room, roof deck  
and swimming pool

# PACIFIC-PINE

635 PINE AVE./636 PACIFIC AVE.



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## Residential Development Offers Housing for Various Income Levels

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A two-building, eight-story residential project was approved in June 2018. The building located at 635 Pine Ave. will feature 77 apartments, and a three-level parking garage; and the complex located at 636 Pacific Ave. will include 194 apartments and a four-level parking garage. The buildings will each provide several resident amenities, and be connected by an open-air pedestrian walkway.

### FEATURES

**Two buildings  
totaling 271 homes**

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Greater Connectivity and Vitality

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Meet in Midtown

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A new eye-catching , seven-story, multi-family residential building was approved in September 2018. The contemporary design includes 97 apartments, a gym, community room, pool, spa, an outdoor plaza area and a one-level subterranean parking garage.

The Locust Avenue frontage provides direct access to ground floor units and common areas. Centrally located in a transit-rich environment, residents will find bus lines and the Metro Blue Line within walking distance.

# RESIDENTIAL PROJECT

1112 LOCUST AVE.



# BROADWAY BLOCK

200-256 LONG BEACH BLVD.

## Historic and Iconic Come Together for a New Inviting Space

A mixed-use, two-building development featuring a 23-story tower and a seven-story, mid-rise building consisting of 400 residential apartments and a 32,807-square-foot commercial space was approved in March 2018. The project will also include an 18,016-square-foot ground floor plaza with opportunities for restaurants, retail, and pedestrian-friendly components.



### AMENITIES

Fitness room,  
outdoor retail and  
community spaces



“The Onni group is excited to be working on this important project that will help create a stronger sense of community and reconnect key neighborhoods within the Downtown core.”

**DUNCAN WŁODARCZAK**, *Onni Group*

# MIXED-USE PROJECT

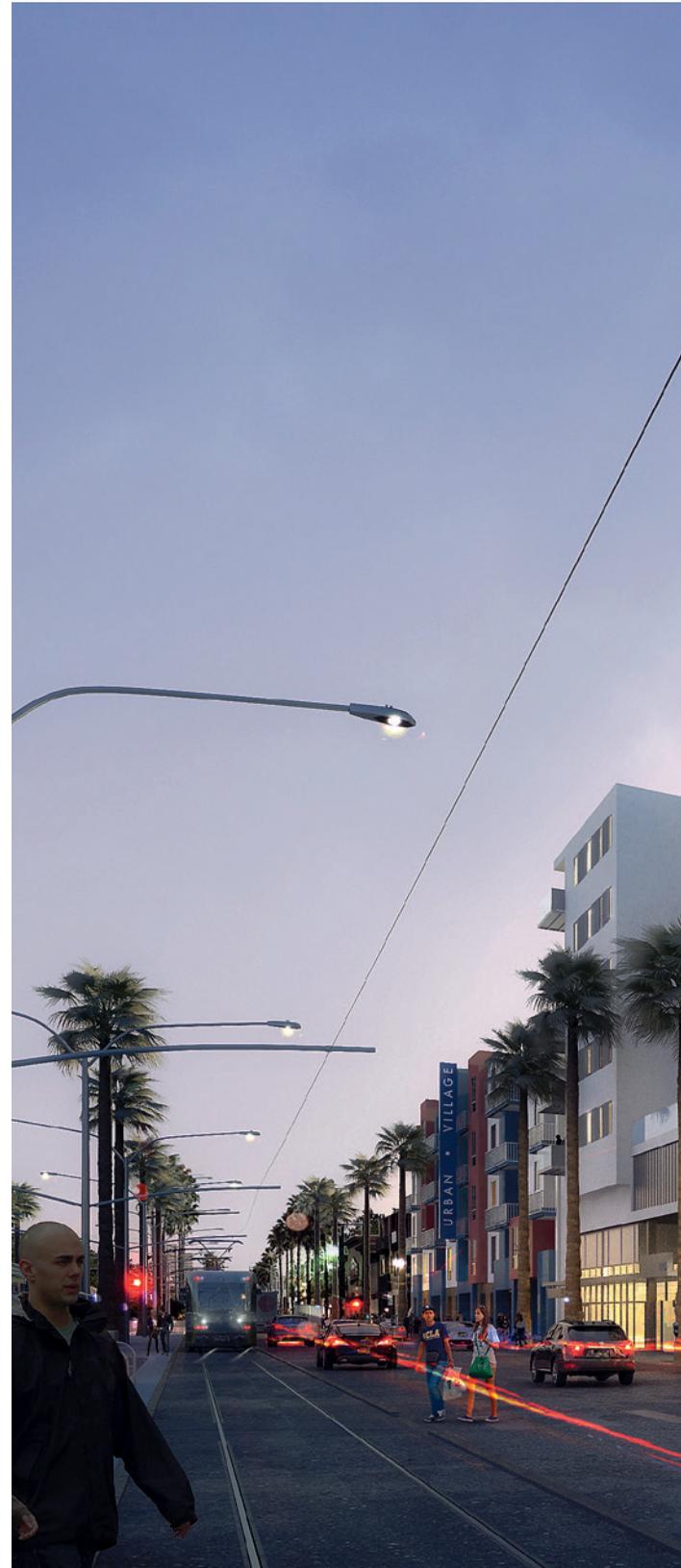
1101-1157 LONG BEACH BLVD.

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## New Transit-Oriented Development Adds to Downtown Connectivity

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A new mixed-use development featuring an eight-story, 120 apartment homes and a commercial component will offer a contemporary look to the Long Beach Boulevard corridor. Approved in September 2018, the project will feature a swimming pool and several leisure areas for residents. The ground level retail space will bring a new vitality to the community.



AMENITIES

8 stories, 120 apartments





FEATURES

22,000 sq. ft. open space

# ASTER

125 LONG BEACH BLVD.

## Mixed-Use Development to Provide Variety of Uses

A new eight-story, mixed-use development was approved in October 2018. The proposed project consists of 218 apartments, more than 22,000 square-feet of open space, and two-stories of underground parking.

The project's third level will feature the residential component and a large open courtyard that will include a swimming pool, barbecue and lounge seating with views overlooking Long Beach Boulevard. The site is ideally situated for residents to benefit from a variety of convenient auto, light rail, bus, and bicycle transportation options.



The following major projects are in the process of seeking approval under the provisions of the Downtown Plan.

# WEST GATEWAY/WORLD TRADE CENTER BUILDING

600 W. BROADWAY



## Iconic Building Brings Greater Height and Transformation to Downtown

Currently in the review stage, the proposed project consists of two phases, including the development of a 21-story residential tower and a 40-story residential tower, for a total of 748 homes. The proposed development also includes a 1,200-space parking structure. The project is expected to further activate Broadway and create a friendly pedestrian environment linking Broadway and the existing World Trade Center complex.

### FEATURES

40 stories,  
748 homes



Reinvigorated District at the  
Western Gateway to the City

# 3<sup>RD</sup>+PACIFIC

328 PACIFIC AVE.

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## More Live and Play Opportunities to Come to Downtown

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A new mixed-use project is currently in the conceptual design phase at the site of a former Successor Agency-owned property. The proposed project will consist of two buildings, including an eight-story structure on the north end of the site and a 23-story structure at the south end of the property.

The project will also introduce a new mid-block pedestrian paseo between Pacific Avenue and Solana Court, creating a linkage to the vibrant retail area on Pine Avenue, as well as commercial space which is expected to bring more economic energy to the corridor.

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Modern Assisted Living in  
the Heart of Downtown

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Currently in the conceptual design phase, the proposed project features a 10-story, 78-apartment assisted living development. Residents will have on-site access to clinical staff and therapy rooms to promote healthy living. Connected to the adjacent Regency Palms building, the building's conceptual design incorporates a pedestrian-oriented frontage to match the character of the surrounding buildings, per the guidelines of the Downtown Plan.

# RESIDENTIAL PROJECT

810 PINE AVE.





FEATURES

157 homes, 9,000 sq. ft.  
commercial space

# RESIDENTIAL PROJECT

507 N. PACIFIC AVE.

Mixed-Use Development Features Residential,  
Commercial Space, and Parking Garage

A seven-story, mixed-use development consisting of 157 homes, 9,000 square feet of commercial space, and an integrated two-level, 209-stall parking garage has been proposed. This project is currently in the entitlement process.



Photography by:

Ankrom Moisan; courtesy of Ensemble Real Estate,  
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